

# RJ REYNOLDS

TOBACCO COMPANY

*COPY*

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR  
8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

JULY, 98

## DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

To:	RJR ACCOUNT #: #476520
	MR. S. MILLEY OLEAN WHOLESALE
FAX #:	(716) 372-2039

CC:	K. JURGENSEN
CC:	

PARTNERS PROMOTION REPORTING: D O R \_ S E P T \_ J A C K P O T (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	1	1 (ONE CTN)	30
25469	6M		DORAL MEN LT 100	1	1 (ONE CTN)	
25468	6M		DORAL 100	1	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	1	1 (ONE CTN)	

### PRODUCT PO # SM0817DJP

### DISPLAYS / PREMIUMS PO # SM0817DJP-D

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$1,344.64	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
25	NO. OF DISPLAYS ON CUSTOMER LIST
\$56.00	PACKING PAYMENT (\$14.00 X 4 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
5	NUMBER OF EXTRA DISPLAYS

#### PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.  
CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

#### DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

#### PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

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## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 8  
 DATE: 98-07-06  
 TIME: 10:49 AM

WHOLESALER : 476520 OLEAN WHOLESALE GROCERY <DIRECT>  
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT  
 TEMPLATE SEQ : 0919  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162232	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	3			246	(315)776-5511
162205	162231	269469	DRYDEN FOOD MARKET	33 NORTH ST	DRYDEN	NY	13053	2	NYS		145	(607)844-4251
162604	162624	268735	VILLAGE FAIR MKT	119 W COMRCL ST	E ROCHESTER	NY	14445	1			934	(716)586-1637
162605	162228	269635	FOODMART	328 PARK AVE	CORNING	NY	14830	1			306	(607)962-3221
162605	162624	763728	WEST'S FOODMART	ROUTE 20A	HONROYE	NY	14471	1			386	(716)229-2122
162605	162620	291193	MARION MKTS INC.	DBA MARION SURFIN MARION		NY	14505	1			570	(315)926-4480
162605	162231	269602	THOMPSON GROCERY	229 NORTH AVE	OWEGO	NY	13827	1	NYS		904	(607)687-2100
162606	162225	581926	DEWEY'S DISCOUNT	1573 OLEAN PORTVII	OLEAN	NY	14760	1			944	(716)372-2611
162607	162228	285658	DOWNTOWN TIME SAVER	11 EAST AVE	WELLSBORO	PA	16901	2			470	(717)724-2502
162607	162628	398172	COSTAS MARKET	WATER STREET	SMETHPORT	PA	16749	1			172	(814)887-5721
162607		398354	BILLS SHURFINE	MAIN STREET	MOUNT JEWETT	PA	16740	1			065	
162607	162627	398221	MARTINS MARKET	98 GERMANIA ST	GALETON	PA	16922	1			560	(814)435-2291
162607	162627	174976	MOUNTAIN VIEW MKT.	MT VIEW PLAZA	KYLERTOWN	PA	16847	1			590	
162607	162228	182876	PRESTONS COLONIAL	MAIN STREET & RT	LAWRENCEVILLE	PA	16929	1			690	(717)827-2222
162607	162228	398360	BRENNAN MARKET	MAIN STREET	ULYSSES	PA	16948	2			098	(814)848-7501
162607	162228	776012	DOWNTOWN TIME-SAVER	33 W WELLSBORO ST	MANSFIELD	PA	16933	1			240	(717)662-7159
162607	162228	776205	DOWNTOWN TIME-SAVER	312 N WILLIAMSON	BLOSSBURG	PA	16912	2			580	(717)638-2204
162607		812880	PFAFF'S MARKET	136 ATLANTIC AVE	ST MARYS	PA	15857	1			754	(814)834-2061
162607	162628	870616	SHIELDS SHURSAVE	148 MAIN ST	TIDIOUTE	PA	16351	1			820	(814)484-3573

PAGE BREAK TOTAL ACCOUNTS 19 TOTAL QUANTITY 25

TEMPLATE TOTAL ACCOUNTS 19 TOTAL QUANTITY 25

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# We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

## Doral's Price Check Jackpot!

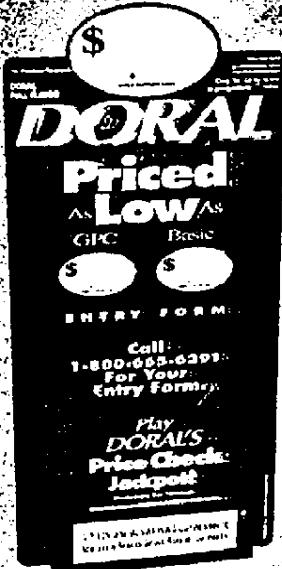
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

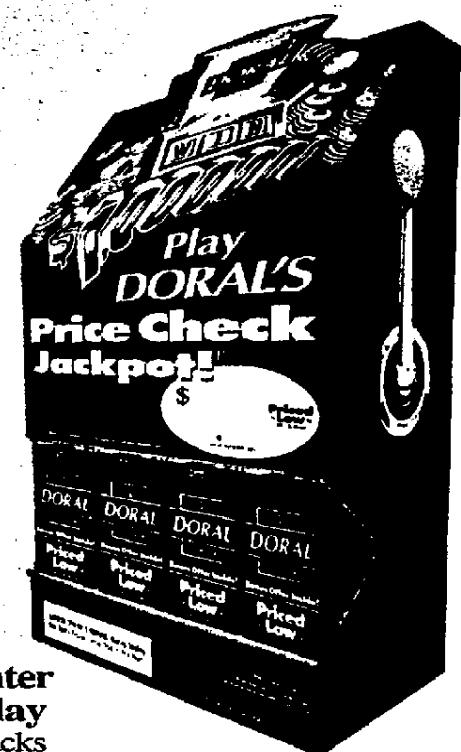
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card  
w/Entry Forms



Wobbler



Counter  
Display  
(40 packs  
per display)

Additional Support Pieces:\*

Pack Outlet

Small Paster

Cigarette/Tobacco Store Outlet

Large Paster

Banner

Standee

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\*Adhesive numbers and a pricing pen will be included for you to price the materials.